

# EDITORIAL & PRODUCTION SCHEDULE

*THE CANADIAN*  
**Thoroughbred**  
2018 MEDIA KIT

## FEBRUARY

**THEME:** Farming & Breeding Management

**BOOKING DEADLINE:** December 15, 2017

**MATERIAL DEADLINE:** January 5, 2018

## MARCH

**THEME:** Health & Nutrition

**BOOKING DEADLINE:** January 25, 2018

**MATERIAL DEADLINE:** January 30, 2018

## APRIL/MAY

**THEME:** CTHS Annual Statistical Review

**BOOKING DEADLINE:** February 23, 2018

**MATERIAL DEADLINE:** March 5, 2018

## JUNE/JULY

**THEME:** Sovereign Awards

**BOOKING DEADLINE:** April 20, 2018

**MATERIAL DEADLINE:** April 27, 2018

## AUGUST/SEPTEMBER

**THEME:** Major Race Coverage & Sale Previews

**BOOKING DEADLINE:** June 22, 2018

**MATERIAL DEADLINE:** June 29, 2018

**Bonus Distribution:** CTHS Sales

## OCTOBER/NOVEMBER

**THEME:** Race Coverage & Sales Results

**BOOKING DEADLINE:** August 24, 2018

**MATERIAL DEADLINE:** September 7, 2018

**Bonus Distribution:** Alberta Horse Conference

## DECEMBER/JANUARY

**THEME:** Annual Sire Book \*Year Round Readership\*

**PEDIGREE PAGE BOOKING DEADLINE:** October 15, 2018

**AD BOOKING DEADLINE:** November 7, 2018

**AD MATERIAL DEADLINE:** November 13, 2018

**Bonus Distribution:** Alberta Horse Conference

